

Economic Vitality Commission
2-21-18

**CITY OF ISSAQUAH
Economic Vitality Commission
SUMMARY MINUTES**

February 21, 2018

City Administrative Offices
Pickering Room

1775 12th Avenue NW
Issaquah, WA 98027

<p>MEMBERS PRESENT Ethan Stiles, Chair Amit Bhardwaj Karl Leigh Kathy McCorry Kristi Tripple Saikat Sen</p>	<p>STAFF PRESENT Jen Davis Hayes, Economic Development Manager Tim Dutter, Economic Development Manager</p>
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CALL TO ORDER

STILES called the meeting to order at 5:32 PM.

APPROVAL OF MINUTES

MOVED BY LEIGH, SECONDED BY McCORRY that minutes of the EVC meeting on January 17, 2018 be approved as presented. MOTION CARRIED UNANIMOUSLY.

MORATORIUM UPDATE

Davis Hayes gave an update on the City's moratorium. She noted that PPC has been meeting frequently in 2018 to develop recommendations on the Central Area neighborhood visions, including an upcoming joint meeting with the Parks Board. Council is expected to take action on the recommendations on April 16. She gave details about what PPC is considering for the Gilman, Pickering, and Eastlake neighborhoods, specifically a requirement that redevelopment of parcels include one-to-one replacement of commercial/retail space with commercial/retail space or jobs.

Commissioners asked questions about why this issue is part of PPC's work on visions and whether implementing it would be feasible. Davis Hayes briefly described PPC's thinking on the issue to date, and said she will keep EVC members apprised if the issue continues to remain under consideration and is forwarded to the Land and Shore Committee.

She continued with an update on inclusionary zoning (i.e., the proposed City-mandated requirement to include affordable housing in new residential development projects). At the direction of the Land and Shore Committee, the City has hired ECONorthwest to develop a case study utilizing the Atlas Apartments. The work is projected to take two to three months, with Council action projected for April 16.

2018 EVC WORK PLAN—NEXT STEPS

Dutter continued staff's presentation on the business retention and expansion portion of the 2018 EVC work plan. He presented information on the sectors that have been selected for focus, specifically sports medicine, tourism/outdoor recreation, and Gilman Boulevard businesses. He asked EVC members for their help in contributing to lists he is compiling of businesses in each of those sectors, particularly sports medicine, which will become candidates for site visits. He displayed categories within the sports medicine sector, such as exercise

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physiology and physical therapy, and asked for any additions to the list. STILES said he thinks putting equal emphasis on “performance enhancement” is a more positive and relatable direction than relying only on “injury care and management.” BHARDWAJ noted that his employer, MultiCare, is a potential contact and has expressed interest in expanding in Issaquah. Dutter explained the need for a data base of contacts.

LEIGH referred to the outdoor recreation sector as also having a link to the sports medicine sector. Staff agreed. SEN asked what is a businesses’ incentive to participate with the City on this. Davis Hayes explained the benefits to a business of providing services within a hub of related services. The City does not have funds available to give direct incentives, she continued, although fee waivers are a possibility. SEN noted the effort could lead to overcrowding of multiple providers who provide duplicative services. Davis Hayes explained the objective is to focus on initial recruitment of services that are missing or are otherwise inadequately represented.

Dutter continued his presentation on the tourism/outdoor recreation sector, including categories for outdoor recreation associations, businesses, and tourist attractions. TRIPLETT suggested adding kayaking and crewing. The participants discussed how “outdoor recreation” is more accurate than “tourism” in terms of attracting people from, say, Seattle to come to Issaquah for a day of outdoor recreation. SEN asked whether good local trail maps exist. Davis Hayes replied yes, and noted they are available on the City’s website. LEIGH suggested adding “entertainment” to the list of businesses that are related to outdoor recreation, such as bars and restaurants that serve people who are spending the day at, say, Poo Poo Point.

Davis Hayes discussed Gilman Boulevard businesses as a targeted sector, including the recent hiring of a consultant to create a future design for Gilman Boulevard. She described the work the consultant will do, including public outreach efforts. TRIPLETT asked whether the City will set some primary goals and standards for Gilman, so competing interests that lead to inaction can be avoided. We have to figure out how to preserve businesses on Gilman and keep it a viable environment for businesses, she noted. Davis Hayes replied EVC’s and businesses’ participation in the process will be valuable in reminding the Council about that concern and other important questions.

The Commission discussed how the different segments of Gilman Boulevard vary in character and how they are used. Davis Hayes will keep the Commission apprised of this project. SEN said Gilman seems to be congested at both ends, and asked is addressing that part of this effort. Davis Hayes replied no, and discussed the WSDOT’s pending Interchange Justification Report under way to address intersection changes.

McCORRY discussed her work with on the City and Chamber’s joint effort to host sector luncheons and Regional Roundtable meetings. She described the feedback she has received and noted that retail is shrinking, particularly malls. With the data, she continued, we can figure out how we can help property owners and businesses to make smart decisions. She and Dutter will look at the data jointly. She also described a possible concept for the Regional Roundtable, specifically how to tap into good ideas that business leaders might have about helping other businesses solve their problems. Dutter agreed that an opportunity to listen to business leaders could yield some very valuable information. STILES agreed that listening and learning might be the best approach for EVC members to take in participating in the site visits and Regional Roundtables. McCORRY and Dutter will meet between now and the next meeting to develop more specifics.

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JOB FAIR

Davis Hayes gave an update on the upcoming Job Fair, May 8, 2-5 PM, at Pickering Barn. She reported on what has been learned from previous job fairs and said the focus is on how we can best help our local employers as well as participants. She presented ways that EVC members can contribute and participate in the event. She said the resume review service is the most popular feature at the fair, and more resume reviewers are needed.

LEIGH asked what is the demographic target for the fair. McCORRY said many job seekers are young, but even some of the young ones are bright and looking for high-paying jobs, although high-school age people and older people also attend. BHARDWAJ said are high-paying, long-term jobs available for job seekers as well as entry-level jobs. Dutter replied yes. McCORRY said for some attendees, it isn't so much about job seeking as it is about job advancement.

STILES noted the flyer does not list "employers, such as..." and that would have been a good feature. Davis Hayes made a note of it, and said that information is on the City's website.

SEN explained his experience providing on-the-spot Microsoft training, reviewing resumes, helping people figure out what their strengths are, and so on. McCORRY referred to other available resources, such as computer skill training at the Library, that can assist job seekers. STILES suggested that the City's website have more information encouraging participants to bring a draft resume with them to the fair, particularly if they are seeking the resume review service.

COMMISSIONER RECRUITMENT

STILES said EVC membership applications are due February 28. He said he is stepping away from EVC due to work conflicts, effective with this meeting.

Davis Hayes said there are four EVC positions (including one renewal) for the upcoming term that need to be filled. She asked EVC members to help get the word out.

AUDIENCE COMMENTS

None.

OTHER BUSINESS/ANNOUNCEMENTS/NEXT MEETING/ADJOURNMENT

The next meeting is scheduled for March 21, 2018 at 5:30 PM. With no additional business to conduct, STILES adjourned the meeting at 7:00 PM.

Respectfully submitted,

Susan Lowe
Recording Secretary

These minutes are a brief summary of the Economic Vitality Commission meeting. For more information or clarification, please contact the Economic Development Department at 425-837-3444.

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Moratorium Update – Tentative Schedule

Central Area Visions

- Planning Policy Commission meetings: January 10, 25; February 8, 15, 22, 28; March 8 with Parks Board
- Council Land & Shore Committee: March 1, April 5
- Full Council Adoption: April 16



Inclusionary Zoning

- Council Land & Shore Committee: February 8, April 5
 - Hire ECONW to develop case study utilizing Atlas
- Full Council Adoption: April 16

Business Retention and Expansion

1) Map a targeted list: Sector Focus:

Sports Medicine, Tourism/Outdoor Recreation, Gilman Blvd businesses

- What are the main categories that these break down into?
- How can we find them (beyond business licenses, Google Alerts, media)?

Next steps:

- Staff sends business lists prior to next meeting
- EVC discussion – what’s missing, gathering contact information, etc.

2) Chamber collaboration on Sector Luncheons & Regional Roundtable: How do we integrate?

Business Retention and Expansion Targeted Sectors

- What are the main categories that these break down into?
 - Athletic trainer
 - Physical therapist
 - Physiologists
 - Sports Psychology
 - Massage therapists
 - Acupuncture
 - Nutritionists
 - Orthopedic Surgeons
- How can we find them (beyond business licenses, Google Alerts, media)?



Business Retention and Expansion Targeted Sectors

Tourism/Outdoor Recreation

- What are the main categories that these break down into?
 - Outdoor Recreation Associations (Trails, Mountain Biking, Paragliding)
 - Businesses (Retail, Recreation Service, Hotels, Events)
 - Tourist Attractions (Fisheries, Zoo, Boehm’s, Poo Poo Point, State Park)
- How can we find them (beyond business licenses, Google Alerts, media)?



Business Retention and Expansion Targeted Sectors

Creating future design for Gilman Boulevard

- Maintain/enhance character
- Increase function
- Improve safety
- Determine standards required of private redevelopment



• Public Outreach

- Business and property owners

Business Retention and Expansion

2) Chamber collaboration on Sector Luncheons & Regional Roundtable

How do we integrate/assist/support?

Issaquah Job Fair

- Tuesday, May 8, 2 – 5 pm
- Pickering Barn (across from Costco)
- Help needed:
 - Get word out to businesses
 - Get word out to job seekers
 - Resume Reviewer – day of event



Commissioner Recruitment

- Four positions
- 3 ‘unfilled’, 1 renewal
- Applications due February 28, 2018
- Help needed: Get the word out to the people with skills missing from EVC

